

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE INC.

AD# ALR219-01-RED, HL5763-"ICAT"-PAGE 4/C BLD (8 3/4 x 11 1/2) NATIONAL MAGAZINES 1989

Printed in U.S.A.

The advertisement features a sepia-toned photograph of a rugged, snow-capped mountain peak. A pack of Alpine cigarettes is positioned at the top center, appearing to emerge from the mountain's summit. The pack is white with a blue band and the word "Alpine" in a stylized font. Below the pack, the word "MENTHOL" is printed in small capital letters. The main text of the ad, "DISCOVER PEAK REFRESHMENT AT A LOW PRICE.", is centered in a bold, sans-serif font. In the foreground, a small, white, snow-covered rock sits on a patch of snow. At the bottom left, a small box contains the text "Alpine Menthol 100's". Below this, in smaller text, it says "Full Flavor: 15 mg. "tar," 1.0 mg. nicotine - Lights: 10 mg. "tar," .80 mg. nicotine av. per cigarette by FTC method." At the bottom center, a black box with white text reads "SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide." At the bottom right, the text "AVAILABLE IN FULL-FLAVOR & LIGHTS." is printed.

MENTHOL  
**Alpine**

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